

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, January 22, 2014

860.429.2740

4:15 pm

Minutes

Present: Toni Moran, Alexinia Baldwin, Shawn Kornegay, Shamim Patwa, Barry Schreier, and Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

Guest: Dee Goodrich

1. Call to order

Chair Toni Moran called the meeting to order at 4:20 pm.

2. Public comment

There was no public comment.

3. Recommendation of Committee member to Board of Directors

By consensus, the Committee recommended that the Board of Directors appoint Dee Goodrich to the Advertising and Promotion Committee.

4. Update on Winter Fun Week

Kathleen Paterson reviewed the evolution of Winter Fun Day into Winter Fun Week in 2013. She said that there was a good response to the call for events this year and shared the brochure with the Committee. She noted that not all of the events fit on the brochure and suggested that Committee members visit the Partnership's website to see the full listing.

5. Approval of Minutes from December 18, 2013

Ms. Moran shared the suggested edit from Cara Workman.

Ms. Paterson noted that the time listed on the Minutes should be corrected.

Barry Schreier moved to approve the Minutes with the two amendments.

Shawn Kornegay seconded the motion.

The Committee approved the Minutes unanimously with one abstention (Patwa).

6. Update from Art Fair subcommittee

In the absence of the subcommittee Chair Janet Jones, Ms. Paterson updated the Committee on the most recent Art Fair subcommittee meeting. She thanked Mr. Schreier for stepping in to chair the meeting while Ms. Jones was away. Ms. Paterson said the key decisions made to date with the event are the name (Square Fair), the dates (fourth Fridays from May through September), and the time (5:00 pm

to 9:00 pm). Ms. Paterson reported that the subcommittee had approved the application for artists, which will be sent to the Partnership's list of local artists, posted on the Partnership website, and shared with various arts organizations, businesses, and schools throughout the region.

Mr. Schreier added that the subcommittee had begun the discussion about a logo, poster, and other marketing materials.

7. Discuss newsletter topics

Ms. Paterson shared a draft outline of newsletter topics with the Committee and requested their feedback, including suggestions for additional topics.

Ms. Moran said she would like to see more before-and-after photos in the newsletter and on the website.

Ms. Paterson encouraged Committee members to email her with any ideas and commented that the outline is a living document.

Ms. Kornegay asked who receives the newsletter. Ms. Paterson replied that the monthly email update is sent to all Partnership members and interested parties (approximately 1,000 people). She explained that the .pdf version is included as a link in the email and posted to the Partnership website for anyone to view.

Ms. van Zelm added that the Partnership may print and distribute a limited number of copies at key locations (e.g. Town Hall, the Library), if it proves affordable to do so.

8. Adjourn

Kristin Schwab moved to adjourn the meeting.

Alexinia Baldwin seconded the motion.

The meeting adjourned at 5:20 pm.

Minutes prepared by Kathleen M. Paterson